

CONTACTS

APRIL

1955



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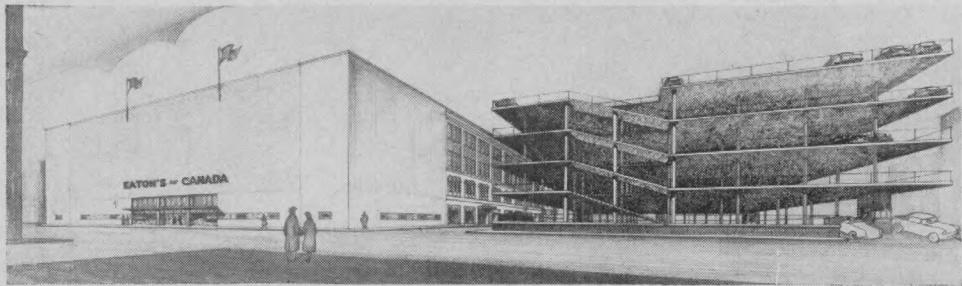
No. 3

Editor: W. E. (Bill) GRAY

NOTE: NEW DATE OF ISSUE—15th OF
EACH MONTH

NEWS DEADLINE: END OF PREVIOUS
MONTH

Company Spending Millions In Program of Western Expansion and Modernization



Calgary Store Addition and Carpark

The architect's sketch shown above gives an idea of the five-storey addition (indicated by the lighter part of the building picture) plus the five-storey carpark to be connected to the store by access under the street. The present store is also to have a complete modernization and renovation job—the whole making a three-and-a-half million-dollar project in addition to the almost three-quarters of a million-dollar service building already under construction.

This Calgary expansion is only part of the Jubilee Year expansion of Eaton's of Canada in the west—for 1955 is Eaton's 50th year in Winnipeg, and also the 50-year jubilee of Saskatchewan and Alberta.

Other projects are: **Winnipeg Store**—installation of another flight of super-modern escalators, the work already to the stage where the old elevators are torn out. **Lethbridge Store**—a new addition just completed and moved into, and the rebuilding of the old portion—a two-and-a-half million-dollar job; and at **Brandon**—a half-million-dollar expansion construction and renovation.

"Down East" work is well ahead, among numerous other plans, in constructing the huge new service building at **Toronto**, estimated at over nine million dollars. Our sister magazine, "Flash," noted that this project is so big and will affect so many people that service personnel—ultimately to the number of 700—who will work there, are already interested in moving to the several housing developments in progress near it, or to one of the established districts out that way. Occupancy of the service building is expected to begin in August, with completion in November.

And these are only some of Eaton's great plans to maintain the Company's leadership among Canadian merchants.

OUR COVER STORY is the well-known theme, "April Showers Bring May Flowers." Let's confess—the tree is a flowering crab, photographed in May by retired Eatonian P. F. Morgan (but in London, England, Kensington Gardens). However, more and more Winnipeggers are succeeding with those spring-flowering thorn, plum, peach and crab trees which bring beauty early in the year, like that shown on our cover.

"The Shape of Spring is Long and Lithe"



Eaton's shows are themselves famous for introducing new fashion in the creations of world-famous designers . . . people who not only design the fashions but who have created or given the accolade to many of fashion's loveliest fabrics and finishes.

By continuously bringing their "originals" direct to our public, Eaton's has made famous names familiar—Christian Dior, Pierre Balmain, de Givenchy, Mme. Fath and others of Paris; Amies, Hartnell, Michael and Steibel of London, and latterly Sybil Connolly and Irene Gilbert of Dublin—and others of New York.

As to trends — "Basically," says Miss Blocher, "colour and fabric tie together; suits, for instance, in two weights of one tone in

So say our style posters, and the fashion message in our very charming advertising series this season.

However, despite the lissom look and elegant streamlining, we think that it is not only the mere male who sighs in some relief that a certain designer did not—or has not yet—succeeded in stratifying the vertical silhouette into a skyscraper unrelief!

"A gorgeous show, and simply beautiful fashions" . . . "Just the best we've seen." . . . These were two typical sentiments of the feminine public and staff who were fortunate enough to see Eaton's Spring Fashion Show, presented in the Grill Room, March 15 to 22, under the direction of Miss Wilma Blocher, Fashion Co-ordinator. And the Grill Room promenade setting was itself "sensational," to use the once-justified Hollywood word. A superb stage set and banked arrays of potted spring flowers, so cleverly arranged that they looked and continued to look like dew-fresh cut blooms!

But to return to the ladies: well, how can one hope to capture here more than a glimpse of the fascinating fashion furore this show brought!

Shown at left: Just one of the many lovely creations, "Second Love"—white Irish linen and hand crocheted lace—by Sybil Connolly, Dublin.

tweed. The 'long-line look'—which does not infer longer actual length—is evident, pure, uncluttered, international; all fashion centres present it.

"Coats are gay; go everywhere. Bright tones, light tones, pastels, combined colours. New fabrics—strawcloth notably—and that long-line look, of course."

In frocks, "Now you can begin to wear cottons" . . . and dress after lovely dress provided elegant proof of this.

But we can't catalogue the whole show here—all we wish to do is pay tribute to our Fashion and Wedding Bureau for another convincing and beautifully presented proof that "We Do It Better at Eaton's."

Eaton's Brings in Spring in Delicate Beauty

Comparisons are not always in good taste, perhaps, but in the matter of the graceful loveliness and light-hearted colour effects of the springtime decorations which our Display Department has chosen for the Store displays

at this time, we just don't remember anything being prettier than this wisteria motif. Also, those imaginative "birdcage" settings—and the modern "planter" effects in the windows. Well, congratulations, Display!

Badminton Club News

By Sheila Wallace

The Eaton Club is in full swing this year and is enjoying the facilities of the Winnipeg Badminton Club. One Wednesday, following an afternoon of badminton, Laura and John Bodner invited all the members present out to their home for hot dogs and coffee.



An enjoyable evening of square dancing followed with Johnny "the fiddler" Bodner calling the turns. Also our suave John Pierre showed us how they do it in Gay Paree. Later the happy group posed for this picture, souvenir of a very pleasant interlude to the rapid tempo of the courts.

Our thanks to Laura and Johnny for a wonderful time.

Public Speaking Courses Prove Popular

During the past two years, several classes in Public Speaking have been conducted by Miss Ruth Brownbridge, of the Winnipeg school staff, under the auspices of the Company.

The course includes instruction and practice. At least 100 employees from many different departments throughout our Winnipeg Eaton organization have felt the benefit from the courses and are highly enthusiastic. What they gain from their course has been helpful in their business and personal life. Association with other employees is very pleasant.

Instruction on the Kinds of Speeches, Formula Speeches, How to Introduce a Guest Speaker, Presentation and Acceptance, Banquet Procedure and other valuable topics are included.

The class consists of twelve weekly sessions. Those who would like to attend a future class, please leave their names at the Staff Training Department.

Editor's Note: Members of the present class have called at this office to say how much they have valued this course and appreciated its help even on the selling floor, where the "Borden formula" and other practice at thinking on one's feet have added zest and efficacy to their work. They consider this training a distinct asset to them personally and to the organization in its results.

Lady Curlers Elect Officers for 1955-56

The general meeting was held March 21 in the Curling Club rooms, with Madeline Doyle in the chair. The new committee is as follows:

President.....	Mary Moore
1st Vice-President.....	Mary Thompson
2nd Vice-President.....	May Pfeifer
Secretary.....	Ruth Hodgson
Treasurer	Dora Perry
Publicity	

Assistant Treasurer.....	Ruth Paul
Ice Convenor.....	Georgina Brownlee
Assistant	Winnie Crowston
Social Convenor.....	Florence Goldie
Assistants.....	Ruby Fraser, Kay Shores
.....	Alice Barber

Congratulations to our Eaton rink, J. Lancaster, skip; Dot Clarke, third; Nettie Shulan, second; Ruby Fraser, lead, who did so well in the Selkirk bonspiel.

WHAT'S THE IDEA?

Put it on a suggestion form explaining: What it will do!

Why you think it's necessary or desirable.

How and where it can be applied.

An Idea Is Only an Idea Until It Is Put to Use.

RECENT SUGGESTION WINNERS

Mrs. May Guinan, Dept. 256.....	\$10.00
Mrs. G. L. Stanger, Dept. 174.....	10.00
Mr. C. Aldous, Dept. 119.....	5.00
Mrs. C. LeClair, Dept. 38.....	5.00
Miss L. F. Lampe, Dept. 110.....	5.00

How about YOU trying?

Eaton's Jay Dees Bowl Three Records

By VERA McCAW



The third series is over and we have the winners set out below, with the records for the season.

3rd Series Winners	Women's High Game	Women's High Three	Men's High Game	Men's High Three	Team High Game	Team High Three	Women's High Average	Men's High Average
Div. 1 Outlaws Pat's Punchers	T. Kimak (Outlaws) 385	M. Matthews (No Blows) 894	A. Farquhar (Jokers) 421	J. Day (Winsomes) 911	Jay Dees 1472	Jay Dees 3742	B. Greenwood (Set-Ups) 217	S. Sigvaldason (Sparklers) 226
Div. 2 29'ers	M. Montford (Lafalots) 430	M. Montford (Lafalots) 995	T. Scott (Scotties) 378	A. Inglis (Drivers) 932	Lafalots 1315	Lafalots 3591	G. Wilson (Selects) 196	C. Napier (Five Spots) 212
Div. 3 Tegos Tryhards	D. Jenner (Meteors) 373	M. Tataryn (Rip Saws) 897	F. Maire (Eagles) 397	F. Swonell (Monarchs) 907	Wiggetts 1299	Eagles 3438	D. Monchak (Wiggetts) 203	G. Huntington (Zippers) 204
Div. 4 Alley-Byes	R. Lemoine (Buffalors) 387	J. Miller (Budgeteers) 911	N. Hawkhead (Whirlwinds) 388	G. Forster (Alley Byes) 908	Jeeps 1225	Whirlwinds 3271	J. Miller (Budgeteers) 206	B. Insch (Majors) 211
Div. 5 Rovers	P. McDowell (Whispers) 373	F. Park (Wise Ones) 878	A. Thauberger (W-Niners) 369	J. Reid (Rovers) 937	Five Sports 1208	Zeros 3229	P. McDowell (Whispers) 193	A. Thauberger (W-Niners) 213
Div. 6 Merce	S. Ratinsky (Ink Spots) 373	F. Skryba (F. Imps) 835	M. Kubara (King Pins) 366	M. Kubara (King Pins) 872	Ramblers 1138	Ink Spots 2965	Y. Meuller (Minx) 177	B. McAlpine (Sirloins) 198

Here are all the high scores we have room for:

Division One—Betty Greenwood, 857 (324, 278, 255); Mary Matthews, 849 (329); Dutch McGurk, 816 (312, 294, 290); Joe Green, 806, 792, 786, 714 (318, 309, 306, 303); Bob McQuarrie, 772 (338); Anne McCaffrey, 770, 702 (279, 248); Bev Morley, 770 (268); Kay St. Jean, 758, 701 (283, 259); Shirley Young, 750, 731, 714 (318, 309, 295); May Parker, 755 (295); Terry Kimak, 754, 726 (281, 271); Viv Legacy, 745, 722 (365, 298, 291); Pat Fellowes, 733, 701 (329, 276, 272); Bob Clarke, 727, 712 (312, 267); Anne Anderson, 706 (276, 270); Al Farquhar, 705 (271, 248); Bill Liver, 703, 702 (302, 292); Lloyd Waddell, 703 (299); Amy Irvine, 333; Ev Turner, 701 (251, 248); Bill Robinson, 311; Marg Beer, 697 (255, 254); Bill Milne, 686 (260).

Division Two—Cy Napier, 778 (301, 271, 268); Walter Mills, 771 (286, 256); Art Wright, 765, 621 (317, 293); Maurice King, 725 (293); Kay Chisholm, 717 (367, 268, 261); Harry Repeta, 700 (273, 257); M. Heidrick, 699 (237, 233); Don McColl, 689 (246, 239); G. Wilson, 686 (266); Jack Stancove, 684 (266); Clarence Saunders, 673 (256); D. Claque, 668 (271); Rita Soutter, 667 (251); Dave Mackie, 662 (254); M. McKenzie, 323; Anne Kalescics, 263; M. Barker, 273.

Division Three—Mary Tataryn, 813 (305, 265, 243); Donna Monchak, 769 (281, 261); Elsie Craig, 743 (265, 250, 228); Kay Graham, 742 (324, 232); Betty Stevenson, 735 (298, 232); Jean Hajduk, 718 (268, 268); Bill Steeds, 701 (264, 246); George Huntington, 692; Millie Duncan, 681 (259); Mary Jane Adair, 674 (304); Sam Baille, 672; June Herring, 670; Joe Birmingham, 694; Millie Barker, 658 (302); Audrey Smith, 645; Al Gable, 642; Ron Fogg, 641.

Just look at those beaming faces on the left belonging to the Eaton Jay Dees, of Division One—left to right: Ruth Onhauser, Bob McQuarrie, Anne McCaffrey, Bob Clarke and Anne Anderson. On February 1 they rolled a three-game scratch total of 3,514 with their scores being (order as picture) 629, 720, 747, 757, 661.

Not content with setting one league record for the year, on March 1 they rolled a single game scratch total of 1,403 with their scores being (same order) 262, 338, 260, 267, 276 --- not only another league record but also a City record for this season to date. "Tis right proud of them we are and well may they beam!"

The third series is over and we have the winners set out below, with the records for the season.

Division Four—Roseanne Lemoine, 776, 714 (353, 264); Jean Miller, 758 (286, 299); Bud Insch, 754, 752, 716 (333, 313, 283, 273); George Niven, 742 (293); Norm Hawkhead, 738, 734 (349, 270); Rita Leclair, 719, 713 (269, 263); Nettie Shulhan, 713 (244, 238, 231); Rodger DesRosier, 708 (256); Percy Cook, 697 (272); Jim Hobday, 694 (275); Dot Martin, 693 (256); Lil Browne, 683 (286); Bob Simpson, 675; Dot Chambers, 666 (246); O. Parastiuk, 666 (246); Ann Longmuir, 661 (285, 270); Doris Slack, 655 (242); Jean Fairhall, 647 (227); Anne Shemley, 261; Don Swift, 269; Marion Murray, 249; Gord Forster, 264.

Division Five—Jim Stewart, 766, 734 (328, 275, 266, 264); Flo Park, 740 (282, 240, 218); Alex Thauberger, 729 (278); Pearl McDowell, 692 (241); Frank Crosley, 691 (311); Jim Reid, 686, 686 (308, 287); Mary Thompson, 685 (281, 267); J. Michison, 673 (303); Roy Lowe, 667 (255); Dorothy Webber, 661 (268, 260); Bernice Guagliardo, 647; Hector McDiarmid, 645 (271); Joyce Bain, 644 (240); Bill Rodway, 300; Mable Dalman, 275; Mary Freeman, 278; Gertrude Hedges, 266; Violet Sandison, 270.

Division Six—Dan Thorlakson, 674 (251); Dave Olford, 671 (253); Jack Grant, 649 (255); Bas McAlpine, 646 (253, 251); Doris Lynn, 646 (283); Winnie Bell, 638 (323, 281); Bill Careless, 630 (299); Ed McCroary, 623 (245); Joan Beech, 251; Mike Kubara, 257; Barbara Kent, 275; Gord Neusitzer, 260, 240; Erna McCheyne, 251; Bruce Wallace, 240.

It has been a good season and everyone is looking forward to the wind-up and dance. Especially would I like to thank the score keepers for their wonderful co-operation, without which these pages would not have been possible.



Above—Left: President W. B. Bemister. Other scenes: "Among those present."

Charitable Fund Secretaries Enjoy Annual Dinner and Social Evening

"Thanks for Everything" was the keynote of the evening, when the departmental secretaries were entertained by the Company in the Grill Room, Thursday, February 17.

The new president of the Eaton Employees' Charitable Fund, Mr. W. B. Bemister, was the very effective chairman. He expressed thanks on behalf of those present for the happy occasion; and for himself, said it was an honour to be their president and he would do his best to continue the high standard of service given by those who preceded him.

Mr. Bemister then introduced the head table guests: Mr. E. G. Rogers, M.O. Operating manager; Miss Frances Tease, recording secretary of the Fund; Mr. R. M. Pinfold, assistant general manager; Mr. W. L. Palk, superintendent; Mr. Ian Wood, past president; Mr. B. C. Sutherland, Personnel manager; Mr. T. P. McBryde, Staff Relations department manager and secretary of the Fund. The chairman then called on the speakers, Mr. R. M. Pinfold and Mr. B. C. Sutherland.

The message he had for the secretaries, said Mr. Pinfold, was one of sincere thanks for the work they did in their departments for the participating agencies in the Fund; a work of mutual benefit to the Company and the employees. Thanks to their co-operation and the co-operation of our employees, it was possible for the Charitable Fund to deal as a unit for all appeals in a satisfactory and successful manner. There was a very creditable response. The Winnipeg organization took pride in its relative position in the Company in this achievement. "Carry on the good work; give everyone a chance to help."

Mr. Bruce Sutherland said he was happy and grateful at again being invited to their social evening. The wonderful co-operation shown by the secretaries in the dual duties of welfare work was an important help. Their reports are essential to necessary records and action. The Company is very appreciative of their performance over and above the normal course of duty.

With Marsh Phimister as M.C. and Harold Green as accompanist, Miss Marlene Herbert, banjoist, and Miss Lynn Furch, vocalist (Eaton Good Deed Club members), both gave talented performances. Then Walter Grescoe (graduate Good-Deeder) gave masterful accordion music.

Mr. Ian Wood, past president, spoke briefly in thanks for all the support given to him in his term as president; introduced the new vice-president, Mr. B. McLeod, and called for a special vote of thanks — heartily given—for "our valuable secretary of the Fund, Mr. T. P. McBryde."



AMENDMENT OF EATON RETIREMENT ANNUITY PLAN, TO INTEGRATE WITH OLD AGE PENSION

How many Eatonians have said to themselves that the years between retirement and their 70th birthday (when they are eligible for the Old Age Pension) present the most difficult financial adjustment? To all such, here's good news!

You can now, if you wish, "integrate" (that's the lawyer's word for it) your Eaton Retirement Annuity and your Old Age Pension so that on retirement you start receiving a monthly income which will continue through life at the same level.

In brief, here's how the plan works—assuming that you are eligible for the Old Age Pension and that you make application for the Old Age Pension so that it commences with your 70th birthday. This is **your own responsibility**.

You should understand that integration in this plan does not affect in any way your \$40 Old Age Pension cheque. If you integrate in this plan, the Company undertakes to advance you an **increased amount**, over and above your E.R.A.P. Pension, between your retirement date and age 70 (giving you a higher income in these years than you would have without integration) in anticipation of your receipt of the Old Age Pension at 70.

At 70, your income continues at this same level but Eaton's share drops back \$40. This means that the Company begins then to recover the **INCREASED** payments advanced to you, not by the full \$40, but by the difference between \$40 and the additional sum the Company has paid you each month since you retired.

(a) The plan is optional and you can make up your mind whether you want it or not any time up to three years before retirement. If you want it you simply sign the proper forms in the E.R.A.P. Office or obtainable from your manager.

If you don't want this plan, don't do anything more about it.

NOTE—If you are going to retire within the next three years, or if you are now receiving an annuity from the E.R.A. Plan (and are under 70 years of age), you can still take advantage of this plan by **making application by April 30 of this year**.

(b) If you are a woman and choose this plan of integration to start when you retire at 60, you will then receive your regular

Eaton annuity plus \$14.85 per month. At the age of 70 when you should start receiving your \$40 Old Age Pension cheque, your increased Eaton integrated annuity is adjusted so that **your total income from these two sources should remain the same**.

If you are a man and so don't retire until you are 65, you will receive your Eaton annuity each month plus \$23.80 monthly, and then at age 70 when you should start receiving your \$40 Old Age Pension cheque, the same adjustment will be made in your Eaton integrated annuity so that your total income from these two sources should remain the same.

NOTE—The above figures apply only to Eatonians whose integrated annuity will be \$40 or over per month at normal retirement age.

(c) If you decide to integrate your Eaton Annuity and your Old Age Pension (and give the proper notice) you will receive a stabilized lifetime income. If you should die before you have received 60 payments, the E.R.A.P. will continue to pay to your beneficiary or estate, your regular E.R.A.P. annuity, exclusive of the integrated increase, until a total of 60 payments has been made.

If you still have any questions—if there is anything you don't understand—don't hesitate to ask your manager, the Personnel Department or the E.R.A.P. Office. And remember, if you are within three years of your Normal Retirement date—or if you are receiving an annuity from E.R.A.P. now—April 30 is the final day to apply for integration.

HERE'S WELFARE NEWS EATONIANS WELCOMED!

This is a month of good news to Eaton employees. From the President and Directors has come an announcement regarding an amendment to the Welfare Policy which expresses their confidence in the integrity of the staff and also their desire to increase welfare benefits.

In future all Eatonians on the regular staff with five or more years' service who are unavoidably absent through illness, will receive welfare pay commencing with the first rather than the fourth day of absence.

Provision has also been made to increase by more than one-third the maximum weekly welfare payments.

These changes were explained in detail in the notice issued recently by the Staff Relations Office in pay envelopes. Any employee who failed to receive this notice may obtain a copy from Staff Relations Office, Second Floor, Store.



Left to right—top to bottom: Mr. R. Screamton, Mr. H. A. Shimmen, Mr. F. N. Cowley, Mrs. A. J. Bean, Mr. J. W. McLennan, Mr. J. Johnston, Mr. S. Lentle.

Celebrating 35-Year Anniversaries

JOHN JOHNSTON

The popular Johnny started work March 13, 1920, with our M.O. Assembly—was there six years, in fact. Then the Boys' Clothing claimed him for eleven years, the Order Office for five, and he dropped anchor in M.O. Sportsweat where he has since been—and where he is now department manager. His wife, Miss Alma Grose, was also a M.O. Eatonian.

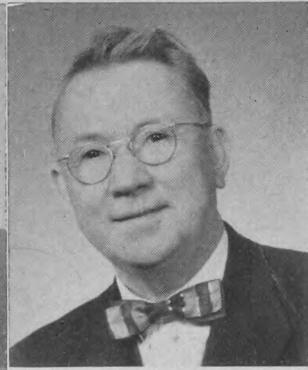
On Friday, March 11, friends held a surprise party at John's home, when Mr. Graham, assistant, presented lawn chairs on behalf of the department, and Mrs. Johnston received Devonware figurines—a special thank-you to her, by the way, for making the crowd so much at home and the evening a success. On Saturday, March 12, the department presented Mr. Johnston with a golf bag and clubs, accompanied by numerous personal gifts and all best wishes.

Member of the Orange Lodge, Elmhurst Golf and Eaton Curling Clubs, John has been three times winner of the Eaton Curling Club McGee trophy; also he skipped a rink which won the Bay trophy in the Winnipeg bantam; and was president of the Eaton Curling Club for two years.

SYDNEY JOHN LENTLE

Born at Cambridge, England, home of one of the world's famous universities, Sydney Lentle joined Eaton's in the M.O. Assembly and Packing and has been associated with those sections for his full service. Time out, however, to serve nearly six years with the 19th Battery, Royal Canadian Artillery, in World War 2—all but a few months of it overseas—and in action in Sicily, Italy, North-West Africa. Syd, by the way, is the proud holder of a special welcome issued and signed (in facsimile) by the late King George, from Buckingham Palace, in which he welcomes the first contingent of Canadian forces to reach England—including Gunner Lentle! Acting Battery Quarter-Master Sergeant was Syd's rank when mustering out.

Mr. Lentle married the former Peggy Course, of the same department. He has been an Eaton curler for 30 years, and played on three McGee cup-winning rinks. March 13 was his anniversary date, and on the 12th, Saturday morning, he was presented with a set of modern aluminum folding lawn chairs from the department, and received ornamental lamps, glass service and other personal gifts.



Left to right and down—Mr. G. Lovell, Mr. O. Freeman, Mr. J. A. Barbour, Mr. C. F. Turner

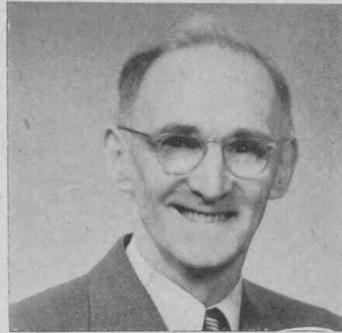
35-Year Anniversaries

(Continued)

HERBERT ROSS SCREATON

In the Men's Hats and Caps when he started in 1920, and with Fashion Accessories in 1921, Mr. Scroaton later joined the Candy Department and made rapid rise to the management. From there he was promoted to the Merchandise Office as manager of all Food Departments. Mr. Scroaton married an Eatonian girl, Miss Hazel Wraggett; their children are Sidney, Ross and Beverly—and they are also proud grandparents.

Ross Scroaton over the past many years has made his name well known by active interest in flying (he is past president of Winnipeg Flying Club), and was elected 1954-55 president of the Royal Canadian Flying Clubs of Canada. Game hunting and shooting are his favourite outdoor recreations. As seen in our picture, Mr. Scroaton was the recipient of a handsome Shaefner Snorkel pen set from his associates, to celebrate his anniversary.



FRANK NORMAN COWLEY

A varied and adventurous life has been that of Frank Cowley, since he first saw the light in Birmingham, England. March 15 was the date of his 35th anniversary with the Company—a length of service that includes, in order, working in M.O. Freight, M.O. Paints, M.O. Packing, M.O. Paints again, then in Grocery Packing—all in his first year! But City Sporting Goods got this young chap in '21 and he stayed there to rise to manager of the department.

Mr. Cowley served four years overseas with Fort Garry Horse in the first Great War, and was with the Army Pay Corps five and a half years in World War 2, mustering out with lieutenant-colonel rank. Married, he has three boys: Ross, Bruce and Hugh; two grandchildren. Gets exercise from the Winter Club and recreation from good music.

His colleagues presented him with a Shaefner fountain pen set ("Snorkel," of course), to mark the occasion, while messages reached him from west and east. At a party in his honour on the day following, a mighty package with a "mitey" supply of ink was added to the set, Messrs. Barry and Mellis making the arrangements for that lively evening at St. Vital Hotel.

GEORGE FRANCIS LOVELL

George was born at Stayner, in Ontario, and in what he well describes as "the beautiful Georgian Bay district." Winnipeg's General Office has seen his complete service, where he is now in charge of the Expense ledgers. Before joining the Company he served as signaller with the 5th Artillery overseas in the first Great War. Married, Mr. Lovell has a married daughter, Joyce, and two grandchildren.

His anniversary day was March 29, and was marked by the presentation, by his department, of a set of modern folding Aluminum-

Saran lawn chairs. From the girls of his section he received lovely cuff links, and a glass service and holder from two other office friends, Vivian and Mary; one dozen American Beauty roses were sent to Mrs. Lovell.

George was the genial host at a luncheon for his section in celebration of his long service, and in turn was a guest of honour at a party the evening of March 31 held by the General Office, when many messages from Western Division and other Stores were read, congratulating him and wishing him well. The witty wire from Moose Jaw's Mr. A. Hammond particularly caught George's fancy.

Member of the Canadian Legion Branch No. 1 for 35 years, Mr. Lovell likes to garden a bit, but this coming summer he and Mrs. Lovell are planning a visit "down east." May it be a most happy and healthful holiday for them.

HARRY ALBERT SHIMMEN

Things worth doing are worth doing well, so Harry Shimmen chose the world's greatest city as a birthplace—London, England. Thirty-five years with Eaton's, attained March 24, include seven in M.O. Assembly, five in M.O. Lingerie, nine in the Foodeteria and the last 14 in Service Groceries. Mrs. Shimmen was also an Eatonian—Miss Beatrice Chatfield, of M.O. Piece Goods—and they have a daughter, Doreen Mae.

Curling and fishing are his recreations and he has built a roomy family trailer with side-kitchen set-up, which he bases at Brereton Lake. So what could be more welcome than the grand outfit his department colleagues presented—a simply splendid two-burner gas-olene stove and stand, complete camping outfit—with cookery and table items all included—"life-saver" cushions for boat comfort, and a natty sports jacket. No wonder the Shimmens are looking forward to outdoors season again!

(Continued on Page Ten)

35-Year Anniversaries

(Continued from Page Nine)

CHARLES FINN TURNER

Mr. Turner keeps company with Mr. Shimmen (page 9) in having been born in London, England. And like Mr. Lentle, has served his whole time with the M.O. Assembly and Packing—35 years which he celebrated March 29.

He served in the Great War as corporal with the Queen's Westminster Rifles, mostly in France, where he was twice wounded and became a prisoner of war. Married, with one son, Clifford Finn, and a girl and boy grandchildren.

The department presented him with an electric razor, and he received numerous personal gifts also. Mr. Turner finds fraternal interest and work with the Sons of England, and for many years was an active cricketer.

OLIVER FREEMAN

Yet another of the Mail Order long-service men who has been 35 years with the same department, Mr. Freeman was one of the trio to be feted on March 29. His Eaton service, like so many of our men, was preceded by service in the Great War—with the 78th Winnipeg Grenadiers. He was wounded at Vimy Ridge.

Mr. Freeman is married and has a daughter, Jean. Is a member of the Fort Garry Legion and devotes his recreational and spare time to community work—and his garden. The department joined in his celebration by giving him a radio, and numerous friends added their personal tributes to his popularity and wished him "all the best."

Mr. Turner's, Mr. Freeman's and Mr. Barbour's anniversaries made the M.O. Packing a busy place!

HELD OVER

Thirty-fifth anniversary story for Miss Elva H. Bell, Sales Office. We wish her a speedy recovery from her hospitalization.

MRS. ADELINE JANE BEAN

Another long-service Eatonian who has been in the same department for all of those 35 years, Mrs. Bean, of the Women's Garment Alterations, celebrated her anniversary on March 25. Her birthplace was the famous English city of Leeds in Yorkshire. A widow, she devotes her spare time to canteen work for the Orioles Community Club; and also in her leisure likes to read and do fancy work.

On behalf of the department, Miss Waywood presented Mrs. Bean with a handsome Gruen watch, and she received numerous other personal gifts to make the day memorable.

JOHN WILLIAM MCLENNAN

Born in Aberdeen, Scotland, Mr. McLennan joined Eaton's on March 29, 1920. Just a short while in the Men's Clothing Department, and then to the Grill Room Bakeshop where he has now been for 38 years. Married to former Eatonian Miss Lucinda McNabb, Mr. McLennan has a daughter, Margaret Alice, who is also now an Eatonian in the M.O. Drugs.

Chief among his recreational activities is curling. His colleagues marked his anniversary by presenting him with an electric razor, wrist watch and wallet, and personal gifts were added by friends.

JAMES A. BARBOUR

Born in Limavady, Northern Ireland, Jim Barbour has been for all his 35 years of Eaton service with the big M.O. Packing and Shipping Department. Married, with one child, Pat, he likes to occupy his spare time in working for the community club. To help Mr. Barbour celebrate his long-service anniversary on March 29, the department fund presented him with a number of lovely shirts, and friends added numerous other apparel gifts, with all their wishes for more happy Eaton years.

Honoured on Their Retirement



MRS. MARY PEARCE reached her retirement day on March 30 after having been with the Beauty Shops since August of 1927. In her honour the department held a dinner at the Homestead on March 29, and through Mr. Bessette, presented her with a radio. Gifts from personal friends also helped to make the occasion memorable for her. Best wishes for a happy retirement—and drop in to see your old companions—is the department's wish!

W. J. BLAKE (shown left) retired from the Delivery on February 26 after Eaton service of more than 26 years. Best wishes for a happy and healthful leisure time were expressed by his fellow-workers, and on their behalf Mr. Arnason presented him with a radio as a souvenir of his many years of pleasant association in the department.



CHARLES FERNSTROM, of the Carpenters' Shop, retired after 28 years' service, on February 28. On Friday evening, March 8, a party of his department friends visited him at home and spent a pleasant evening. In spite of ill health, Charlie said that he had been able to indulge in his hobby of painting scenery and showed a number of fine pictures. A trip to the west coast is in his plans—and we all hope it will fully restore his health.

"Those bronze-gate elevators and I," said Charlie, "came to Eaton's together, and now we're going out together." On behalf of the gathering, Mr. J. Stuart presented Charlie with a portable hammock and large frames for his pictures, and Mrs. Fernstrom with a corsage.

Welcome to the Eaton Quarter-Century Club



Miss M. M. Revie, Mr. R. Dash, Mrs. A. Lloyd



MARGARET MATHESON REVIE

'Twas quite a coincidence that Scottish-born Miss Revie should celebrate her quarter-century with the Company on March 17—but what better date, bedad! East Kilbride in Scotland was her birthplace; and since joining Eaton's in 1930 she has been with the Fashion Salon where she is now department manager and overseas buyer. No wonder, with her wide travelling, that messages came to her from every Eaton Overseas Buying Office as well as from those on this continent, from all Stores in this division, and many in others.

Miss Revie had chosen the Company's silver tray for her anniversary, and this was the focus of several other gifts—a silver dresser set from the Salon girls, and a luggage set from the Fashion Departments' management.

In her honour, Miss E. Hukkanen, Sports-wear Department manager, was hostess at a dinner party attended by present and past members of the Fashion staff. Our picture shows appropriately enough, a Paris playbill as a background setting.

REGINALD ALEXIS DASH

Addlestone, near Chertsey, in Surrey, England, was where Reg Dash was born. Sounds like a nice corner of a nice county! Coming to Canada, he joined Eaton's a quarter-cen-

tury ago on March 10, and—with a break for the war—has been all that time in the Delivery Department. The 12th Manitoba Dragoons, where he rose to sergeant, claimed four and a half years of his time, nearly four of them overseas in action.

Mr. Dash married former Eatonian Eileen Martin, of the Sales Audit, and their three children are Lauraine, Norman and Nancy. For his anniversary, Mr. Arnason presented him with a coffee table on behalf of the department. Clubs and interests, says Mr. Dash, are the Veterans' Association of the 12th Dragoons, and service at No. 108 Manning Depot, C.A.

MRS. ANN LLOYD

Twenty-five years with the Candy Factory were celebrated by Mrs. Lloyd on February 17, and her colleagues rallied round to make it an occasion to be remembered. A lovely chest of table silver was presented to her by Mr. J. Woodhouse on their behalf.

On March 5, at a department dinner and dance at the Paddock, an overnight case was presented to her on behalf of the factory, store and former co-workers present. Ann has a married daughter, Doreen, and has been blessed with a grandchild, Gail Lynne.

"A rugby fan," says Mrs. Lloyd, as to recreation—well, good times at the Stadium!

FORTHCOMING ANNIVERSARIES

Sorry! Change of publishing date caused us to miss announcing anniversaries April 1 to 15.

FORTY-FIVE YEARS

S. W. Smith, M.O. Packing April 22
P. H. Longstaffe, M.O. Piece Goods May 7

FORTY YEARS

Miss M. Vance, Men's Furnishings May 3

THIRTY-FIVE YEARS

H. Voegeli, Grill Room April 23
T. K. Jones, Ticket Writing May 5
C. Jones, M.O. Shipping May 5
A. Ferguson, Printing May 10
G. Anderson, M.O. Packing May 12
Mrs. E. Wain, Wages Office May 13

TWENTY-FIVE YEARS

G. Boyd, Stationery April 17
T. Humphreys, Men's Furnishings April 24
A. Warren, Basement Store April 28
Miss L. Martin, Grill Room May 1
Miss P. Chapman, M.O. Salesroom May 9

EATON LAWN BOWLING

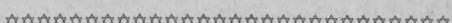
Application forms for the 1955 season are now available from people listed below.

If interested, please get in touch with them during the next week.

Miss A. McSkimming, Cash Office, Eighth Floor, Store.

Mr. L. Jackson, Dept. 118, Mail Order.

Miss L. Greenberg, Dept. 116, M.O.



Flin Flon, Manitoba, Rink Wins Women's Eaton Curling Trophy

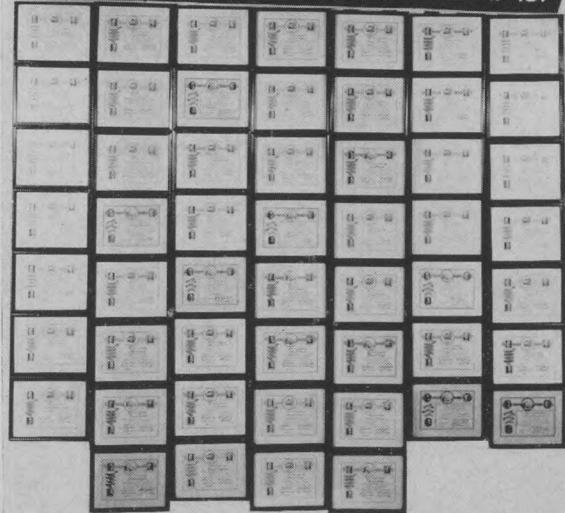
Champions of the four Western Provinces' play-offs, shown just after they had received the Eaton trophy from M.O. Superintendent A. H. Young. In order, from left to right: Philomene Floch, lead; Mrs. Jean McKenzie, second; Norma McLean, third, and Mrs. Ethel Wright, skip, with the trophy.

"Flin Flon's scrappy stenos won themselves a Western Canada curling championship in Winnipeg, accomplishing something the best male curlers in the country didn't manage this season," says the Tribune. "In nailing down first place by trimming Alberta 16-6 in the sixth round, the Flin Flon girls finished ahead of Saskatchewan—neither the boys in the high school tests, nor the men in the Brier could make this claim!"

It was a great event and had splendid support from curling clubs, spectators, and generous news in the papers. After playing off—as Eaton's guests—in the provincial finals, the four rinks were brought to Winnipeg for the finals—guests of Eaton's from Sunday until Wednesday night (it looked as if the play-offs would go into Thursday at one stage). This is a notable event, now heading for its fourth year.



MEMBERS of TIMOTHY EATON QUARTER CENTURY CLUB W-151



HOW'S THIS FOR A SERVICE RECORD?

See that group of framed Quarter-Century Certificates? They are shown in the office of Winnipeg Delivery, and some added since this picture was taken.

Recently the Winnipeg Delivery and Freight Transport Department was checking long-service figures and found that of an average staff of about 150 men, no less than 53 were Eatonians with 25 to 46 years' service; a total of 1667 years in fact, with an average of just over 30 years' each with Eaton's.

No desire to start a "competition," but is there another department anywhere in the Company which can stack up so high a long-service percentage?

* * * CITY DELIVERY NEWS

On March 26 at the St. Vital Legion, the Drivers' Social Club

held its first dance of the season—a good time was had by all. Let's have another.

Born on March 27, at the St. Boniface Hospital, to Mr. and Mrs. J. Sysa, a daughter, Melody Hope.

Mr. and Mrs. I. Solvason announce the arrival of their fourth daughter, Inga Fern, at the Selkirk General Hospital on April 3.

Assistants Hold "New Canadian" Night

This "International" night, staged first by the Eaton Men's Business Club at Hamilton Store, proved to be an interesting and inspiring meeting. The scene was the Assistants' Association meeting in the Grill Room, March 7.



Mr. T. Miller, President Scott Marshall, Mrs. J. H. Lagasse, Mrs. Malinauskas, Mr. W. L. Malinauskas, Mr. G. Muirhead.



Our interpreters, who are of great assistance to New Canadians—left to right: Betty Stevenson, 221; Solange Lancelin, 116; Mrs. Jeanne Jackson, Anna Adermann, Daria Kohut, Eva Worster, Sonja Lanjin, all of 104; Taisa Matiashek, 116.

President Marshall thanked the speakers and extended welcome and best wishes to them. He then mentioned our staff of interpreters, there as guests, and said how helpful they were to customer and Company.

Mr. Muirhead added his personal thanks for being invited to the meeting, and added that he had been greatly interested in Mr. Malinauskas' experience and knowledge.

Two films, one a "personal history" film of a new Canadian family's first years here and attainment of citizenship, the other a very informative one about the many new indus-

President Scott Marshall introduced Mrs. J. H. Lagasse who deputized for her husband, Mr. Lagasse of the Immigration Citizenship Branch. She in turn introduced Mr. and Mrs. Malinauskas from Lithuania on the Baltic Sea. Mr. Malinauskas wittily apologized for his not-yet-perfect English, and gave their history—he being a graduate government expert on livestock, dairy farming and cream production; she a graduate pharmacist.

Canada, said he, has been welcoming two kinds of immigrants, those who were free to choose to come here from their native countries, and those who, like themselves, came to Canada for a new start after suffering the hardships of war and displacement. He and his wife had worked, of necessity, under the Nazis after the first invasion of his country; then under the Russians after "liberation," then in Germany for the Allies; and now were making a new start here. It was not easy at middle life to learn a new language and earn a new kind of living, but they were grateful and hopeful.

Coming from a more rural country, said he, one noticed the advertising, especially illuminated signs; then the men's Canadian winter dress—notably parkas; and the ladies' furs. He himself had worked on a farm, then on construction, for an auto firm, and was now working with livestock—of a kind—at the Winnipeg zoo. Mrs. Malinauskas, who worked not only as a pharmacist, but as a nurse during the war, said that after having first lost everything, then lived in crowded conditions in occupied Germany, it was wonderful to come to a free democratic country and have a new life opened to them. She has, as Mrs. Lagasse mentioned, now completed her pharmacy degree at Manitoba University.

tries recently brought here and the new skills introduced by British and European newcomers, were projected by Mr. Al Beavis.

The "Blue Sisters," Ollie, Marie and Lydia Bahatco (whom we introduced and pictured in our last issue), accompanied by Harold Price, entertained delightfully with much-appreciated songs.

Mr. Marshall called for a vote of thanks for the speakers, the "movie-man," Mr. Tom Miller of the Public Relations Department, and all who had contributed to the success of this very different and instructive evening.

Ladies' Golf Membership Tickets Go On Sale April 15th

Get yours from **Mrs. Betty Meiklejohn**, Staff Training Office, Second Floor, Store, or from **Miss Lil Greenberg**, Department 116, Eighth Floor, Mail Order, before April 30. Let's Get Started with a Bang!

REMEMBER — FIELD DAY WILL BE MAY 18th, WEDNESDAY AFTER-
NOON, AT ELMHURST. WATCH THE BOARDS AND LATER
NOTICES FOR FURTHER NEWS.



M.O. All-Stars

Back — Left to Right: Helgi Johnson, past-president; Ken Gibson, Cliff Krivak, John MacLean, Larry Domanski, Bob Carter, Bill Predin-chuk, George Glazier, Walter McDonald, coach. Front Row: Norm Smith, Joe Scaletta, Jerry Best, Norm Locke, Jim Skinner, Gordon Hamilton, Arni Monk. Missing: Ernie Wall, manager; John Born.



City All-Stars

Back — Left to Right: Ted Creran, Don Mitchell, Dave Grey, Gordon Quinn, Ed Lane, manager; Doug Thompson, coach; Doug McPherson, Irwin Friesen, Cliff Johnson. Front: Bob LeBlanc, Rollie Campbell, Les Cull, Frank Philpott, Harry Condon, Phil Wilkes, George Dorman. Missing: Ted Harvey.



Third Row—Left: Mr. E. Rogers and Mr. E. Sutherland face off, Mr. A. Chipman dropping the puck. Right: Mr. E. Lane presents the \$1500 March of Dimes check to Mr. Chipman.

Bottom Row—Left: Digging for the winner—Doug McPherson, Bruce Sutherland, Helgi Johnson. Right: Ken Gibson accepts the Sutherland cup from the donor, for M.O. All-Stars.

BOOSTER NIGHT

By Walter McDonald

Good Hockey—Good Show—Good Deed

Yes, our Eaton hockey players may not all have been Boy Scouts but they certainly do their good deed when they turn out for Booster Night and help out the March of Dimes and the work of the Society for Crippled Children.

And to the many hundreds of people who turned out that evening to support the event, cheers!—for it was a bitterly cold night. However, it does the players good to be appreciated, and they served up a game that was worthy of the sporting occasion. The Mail Order managed to grab the trophy this time, so we shall be expecting another brilliant game next year when the City tries to recover the Sutherland Cup!

M.O. All-Stars, captained by Arni Monk, got off to a quick start, notching up the surprising tally of four goals in the first seven minutes. A bit later the City side started to click and sent in their first goal. Mail Order then drilled in a fifth with seconds to go. The second period saw the City get fair command of the ice and they scored the only counter. They scored again in the third period but the Mail Order, just to show they were not "pooped" entirely, flashed good combination and speed to score in the closing minutes, making it 6 to 3.

Points were as follows: M.O. goals—Norm Smith, Joe Scaletta, Bill Predinchuk (2) and Cliff Krivak (2). M.O. assists—George Glazier, Bill Predinchuk, Jim Skinner and Bob Carter. City goals—Doug McPherson, Les Cull, Harry Condon. City assists—Phil Wilkes, Harry Condon, Rollie Campbell (2). Cliff Krivak, by the way, was voted All-Star centre of the Midget League and, for the second time, Most Gentlemanly Player in that league. Take a bow, Cliff!

Fancy skating exhibition was given by members of the Ice Club of Greater Winnipeg: Marlene and Darlene Franks, Marilyn Polson, Judy Weiss, Joanne Bjarnason, Marsha Sykes, Shirley Robson, Heather Gwynne, Terry Malcolm.

FURTHER \$450 FOR THE MARCH OF DIMES

is handed to Mr. Karl Slocomb for the Hockey Club by Arni Monk, captain of the M.O. All-Stars, this being the amount cleared on Booster Night after expenses. Shown: Helgi Johnson and Arni Monk, for the pucksters; Karl Slocomb, president of The Crippled Children's Society; Doug McPherson, Eaton's Recreational Activities.

During first intermission an inter-department relay race was spiritedly fought out—City Draperies' team of Evelyn Gould, Owen Davies, John Askew and Tommy Schoen nosing out the Mail Order quartette, Bill Burton, Ralph Walker, Dick Thompson and Fred Jenkins. Lots of applause for them, and also for the comedians who looked like killing themselves, at times during and after the race!

Draws were made for a number of hockey sticks for the young folk—and then the great moment—draw for the television door prize! Meet the winner on this page—Mr. Norman Capar, of the Men's Custom Tailoring. He was speechless—at the moment—but the smile tells the story!



Norm Capar, Custom Tailoring, T.V. Winner.

Eaton Employees' Charitable Fund check for \$1500 towards the March of Dimes was presented by Ed Lane to Mr. Art Chipman, deputizing for Mr. Karl Slocomb.

RED WINGS TOP THE EATON HOCKEY LEAGUE

It took a hectic 4-game series, but Red Wings finally called a halt on Vikings' domination of the league. Game results were: Red Wings 5, Vikings 5; Red Wings 9, Vikings 6; Red Wings 3, Vikings 5; Red Wings 12, Vikings 3.

Points: Red Wings—Rollie Campbell 10, Ted Creran 9, George Dorman 9. Vikings—Jerry Best 8, George Glazier 8, Arni Monk 6.

See you later with news of the hockey wind-up celebration.





Party-Night View of "One-Thirty-Two"

We've shortened the departments' numbers a bit for rhythm in the heading, but the evening of February 23 was party-night for 132, 132A, B, C, etc.—in fact, all those people who work together in receiving the merchandise and keeping the Winnipeg organization "in shape." Our picture shows as many as we could crowd into the camera.

'Twas a cold night without—but at the Scott Memorial Hall was a warm welcome for everybody. As usual, the committee was on the job, and Tom Giles in particular (with volunteer helper Eion Johnston, of the Radio Service Department), worked as hard as the proverbial one-armed paperhanger keeping the record-playing unit going for the dancing. Later, the crowd welcomed some very spirited accordion playing by John McCafferty (not long from the Land o' the Shamrock), who not only supplied dance music but accompanied tenor soloist Ormond Gillan in favourite Irish ballads.

Later in the evening, before good-nights were said, a jolly buffet party was held in the dining hall—and the hot coffee and tea were welcomed before going out into the frosty night. For all the guests we say, "Thanks, 132, for another lovely evening. Come again."

"Scout Honours" for Mr. A. B. Mudge

"Bert" Mudge, who for many years has served countless young Canadians—also their parents, their leaders and Scouting in general—in the Scout Shop of our Boys' Wear Department, was the recipient of a special honour at the Boy Scouts Association of Manitoba and North-West Ontario annual dinner on Friday, March 4.

The Scout Thanks Badge for Special Services to Scouting was presented to him by Provincial Commissioner W. E. Hardiman; with a citation which reads:

"In recognition of the many years of courteous service and help given to members and parents of Scouting at The T. Eaton Company Limited Scout Department, Boys' Division." (Signed) G. W. Reed, Provincial President.

Here we show Bert proudly wearing his new lapel badge.

MR. GRAHAM B. SCRIVENER, manager of Women's Coats and Suits, also was honoured at this Scout Association dinner by being elected a vice-president.





Eaton's Winnipeg Good Deed Choir, Festival Winner

Previous to the Good Deed Club's broadcast Saturday, March 19, a celebration was held when a lovely bouquet of roses was presented to Miss Olga Irwin, choir leader, by Miss Rose Cooper, secretary, and each young choir member also received a rose corsage (see pictures at left) — and were they thrilled! The reason? Well, the choir as a unit had led in its festival class (Children's Choir other than School) with a mark of 90.

In addition, the No. 1 and No. 2 Ensembles of younger children competed in the Small Vocal Class (unconducted) and received marks well over 80. The No. 3 Ensemble in Grade A (unconducted) made 85 and 90 (175) and were beaten only by a group from the big Kelvin High School, with 87 and 89 (176).

The choir is shown above with Harold Green, pianist, and Mr. John Bruce, Good Deed Club Director, at left, and Miss Rose Cooper, Club secretary; and Mrs. Olga Irwin, choir leader, in the centre; and Mr. Alf Parr, producer, and Mr. Bob Willson, CBW announcer, at the right.



Store Staff, Please Note, Regarding TELEPHONES TO THE MAIL ORDER

On the floor and by telephone, customers are constantly being directed by our Store staff to call the Mail Order. DO YOU KNOW there are TWO MAIL ORDER NUMBERS?

To Give Orders from the Catalogues
DIAL 3-2-0

For Information and Inquiries
DIAL 3-2-5

Reminder: Our Recall system enables customers who have dialled 325 to hold the line and ask the operator for a new connection. Also, NEVER tell customers to call Mail Order departments direct.



TENNIS!!

Eaton's Tennis Club will soon be in full swing, with lots of activity planned for 1955.

The best tennis courts in Winnipeg have been acquired from the Winnipeg Canoe Club for Wednesday afternoons and one evening a week.

Anyone interested in playing tennis, or wishing information, see Doug McPherson in the Employment Office, Second Floor of the Store.



Here are the Winning Curlers

Men's Club Winds Up the Season with Play-Offs by Group Winners



MELLIS RINK TAKES McGEE TROPHY COLLINS RINK CLUB CHAMPIONS

After that long, uncertain period when the weatherman seemed determined to give us a Florida winter, the steady hard frost gave bonspieler and curlers one of the best stretches of curling weather for years.

On this page we picture the top rinks in McGee, club and novelty play-offs. Named from top down, left to right:

Al Mellis Rink, McGee Cup Winners—P. Herriot, lead; W. Odell, 2nd; R. Herriot, 3rd; A. Mellis, skip. This rink was also winner in Group B, two-a-week groups.

Runners-up, McGee Trophy; Ron Collins' Rink—R. Collins, J. Thomson, R. Virtue, W. Welch. Also were winners, Wednesday 5:30 Group.

Club Champions, Ron Collins' Rink (different from the above) won 15, lost 5 games to tie and play off with Arnason rink below—Ron Collins (front), L. McFadden, D. McPherson, S. Johnson.

Runners-up, Club Finals, Arnason Rink—A. Arnason, J. Smith, D. Marina, S. McCallum. Also winners A Group, two-a-week.

Novelty Bonspiel Winners, Lancaster Rink

Again this annual 'spiel for Saturday nights proved popular and afforded lots of fun and good companionship and family partnerships. George Lancaster, skip; Mrs. Jo Lancaster, 3rd; Syd Fraser, 2nd; Ruby Fraser, lead.



Shown on Opposite Page

Top row, left to right—**Winners, C Group**: H. Lake, W. Porter, J. Coombe, L. Blair. **Winners, D Group**: S. Mathias, L. Bruneau, B. Schwartzkopf, R. Black.

Second row—**Winners, E Group**: F. Bergman, J. Johnson, J. Erlindson, J. Feshuk. **Winners, Tuesday Group**: S. Cameron, J. Paterson, R. Paxton, G. White.

Third row—**Winners, Wednesday Group**: J. Best, G. Glazier, C. Spearing, B. McCallum. **Winners, Drivers' Group**: A. Arnason, G. Ross, R. Turner, D. Dreidger.

Fourth row—**Winners, Dispatch Group**: P. Milne, A. LaRiviere, H. Maunders, D. Atkins. **Winners, Printers' Group**: G. Wells, A. Ferguson, A. Taylor, P. Munson.

Bottom row—**Winners, Retired Men's Group**: R. Coe, J. McSloy, C. Osborne, J. Scott.

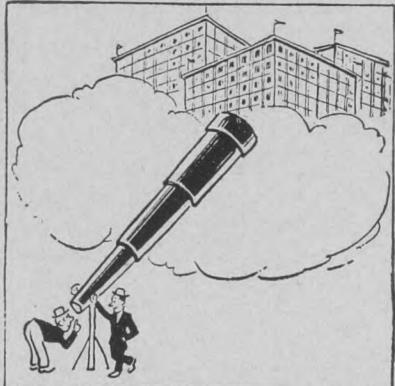
**MEN'S CURLING CLUB ANNUAL
MEETING TO ELECT OFFICERS.
MONDAY, APRIL 18, 8 p.m., AT RINK.**



Can We Swing It?

Curlers are looking forward to artificial ice if the deal now in progress "goes through!" A foretaste of what this could mean in extra time for increased use has been shown by the number of departmental and other friendly games which have made free use of the time available in March when the ice held and regular play was over. This has been very much appreciated.

WHAT'S GOING ON-



AROUND HERE?

BASEMENT STORE

Hosiery and Lingerie—By Angela Treger
When Donna Sutton, of our Hosiery Counter, left us recently to become the bride of Bill McGregor, she was presented with a blanket and linens, gifts from the department. Mr. R. Clarke made the presentation and wished Donna much happiness. On the evening of February 23, the girls of the department held a shower for Donna when she was presented with a card table and chairs. Her marriage was an event of March 12 at Sparling United.

Footwear—By Elaine Charman

Alma Snider was the recipient of our congratulations recently when she came in with the news of her engagement to Mr. Bill Jennings.

Fruits and Vegetables

Congratulations to Birdie Ringland on her engagement. The fortunate man, we hear, is Ken Simpson, of City Dispatch.

Basement Men's Wear—By J. Beech

We are very pleased to hear that Mr. B. Cordingly's wife is out of the hospital and on the road to recovery.

* * *

MAIN FLOOR

Jewellery and Hand Bags—By Roy Firth

We are pleased to welcome to 215 staff, Miss Jan Cloninger from Billings, Montana—a real cowgirl, too!

Happy to have Mrs. Lil Johnston back after being on the sick list. She can sure get her finger in things and stir them up. Eh, Lil?

Congratulations to Miss Norma Johnston, of our Saturday staff, on being elected president of her sorority at the University of Manitoba.

Sally McDowell, our Irish colleen, has left for a three-month trip to dear old Erin. We all hope she has a nice holiday.

Mae Broughton, of our office staff, has also left for a month's holiday, visiting sunny California. Do we envy them? Do we!

Stationery—By M. C. Lawton

We are happy to welcome back Dorothy Robinson and Jean Cormack after their absence and are glad that they are well again.

Some of the girls and one boy were recently on the sick list with the 'flu, but are back now and feeling fine.

Don't forget our annual picnic. It's not too early to make plans.

Notions—By V. Gillespie

We all congratulate Mr. Yelland on his appointment to the China Department and wish him every success. We shall miss him very much indeed. "Good luck, Jeff."

We were very sorry to hear that our retired manager, Mr. Sam Williams, had to be hospitalized as the result of an accidental fall which shook him up badly. We understand there were no complications and hope that he will be recovered from the effects by the time this appears.

Millie Evans had to undergo an emergency operation recently, and will, we hope, be fully recovered and back with us when you're reading this.

In honour of "Ena" Irvine, a bride-to-be of April 1, a kitchen shower was held at the home of Mrs. Carr. The guest of honour received a set of stainless steel pans from the girls. A thoroughly enjoyable occasion. Good luck, Ena. And "Thank you" to our hostess.

Deepest sympathy to Irene Russell in the recent loss of her brother.

Drugs—By C. O'Kelly

We were very sorry to hear of the death of Mr. Foster, husband of Mrs. Foster of our Drug Order Board. Our sincere sympathy is extended to her and her children.

We are glad to hear that Mrs. Frederickson (section head, Drug Order Board) is improving after her recent operation. We hope she will soon be quite restored to health.

Margaret Porter, Camera Counter, is among the fortunate folk taking an overseas trip. We wish her a happy time, and expect a full report upon her return.

Men's Furnishings—By E. Johnston

Congratulations to Jack Rogers of the Tie Circle. Twice within a week Jack was commended to the management by customers who felt that they had received outstanding service. Good work, Jack! Satisfied customers are important to all of us.

En Avant! Or just what do they say? We mean Des Belanger and Guy Cancilla—when they come to attention and then snap up to the front of their counter at 9 sharp! Maybe it's "Bon Marche." Who knows?

* * *

SECOND FLOOR

Staff Offices

Proud grandparents (repeat performance) these days are Mr. and Mrs. Tom McBryde who welcomed the arrival at Toronto on March 17, of 7½-lb. Victoria Hart McBryde. Congratulations!

A number of the Staff and Employment group had a very interesting "duel" down at the curling rink, thanks to the courtesy of the curling club. Then to top it off, we all adjourned to the rumpus room of Mr. and Mrs. Syd Fraser where a very enjoyable party was climaxed by a most delicious buffet-style turkey dinner. Very many thanks to our host and hostess!

* * *

FOURTH FLOOR

Dresses—By E. Buffie

On a recent Wednesday morning, the girls in the Dress Departments were found bubbling over with good wishes as they crowded about Miss Mabel Priest to catch a glimpse of her very lovely engagement diamond!

Beauty Shops—By S. Proctor

Welcome to Mr. S. Lord, our new hairdresser. We hope he will have a long and pleasant stay with us.

On March 12 we said good-bye to Mrs. Irene Charlton (Miss Robbins). Mrs. Florence Touch deputized for Mr. Bessette in presenting Irene with an electric clock from the department, with best wishes for the future.

Welcome back to our genial department manager, Mr. Bessette, who attended the Hairdressers' convention at Chicago. Chief

news, says he, about coiffures is that the trend is now definite for hair to be worn short.

All our best wishes go with Mrs. M. Pearce who retired on March 30.

Sympathy to Mr. Howard Way and Mrs. Way in the recent loss of her beloved mother; we share their sorrow.

Optical Parlours

Proud father these days is our Mr. F. Irvine. His daughter, Katherine, won in her class—grade four pianoforte solo. Her "neat and accurate" playing of Widdicombe Fair was adjudged top at a mark of 84.

* * *

FIFTH FLOOR

Boys' Wear—By A. Croan

St. Patrick was welcomed in our department the morning of March 17. Our most Irish member, J. (Jim) Anderson, who came from Belfast over a quarter-century ago, was right in there in the office colourfully attired (in stock garments—with a little added, of course)—green coat with white bands, green wool felt hat trimmed with white and, of course, a green necktie—not to mention shamrock leaves. Just too bad that Jim, who is our telephone correspondent, couldn't send that picture of St. Pat "over the air waves" to our clientele's TV screens—especially if his classic brogue could have accompanied it!

* * *

SIXTH FLOOR

Picture Framing Workroom

By Jean Mahoney

Congratulations to Leo Watson who was married February 12 at Holy Ghost Church. Previous to the event Leo was honoured by the department when a mirror was presented to him, and he also received gifts of a mantel clock and cigarette lighter from personal friends here. We all wish the happy couple the best of good fortune.

Correspondence Office and Telegraphs

By Margaret Gair

A bridal shower in honour of Miss June Justice was held at the home of Mrs. R. Halhead on February 22. June was the recipient of matching kitchen utensils. June's marriage to Lorne Christianson took place on April 9 at Riverview United Church.

Welcome to Margaret Makus who recently joined our staff.

We were all sorry to hear of Bob Carter's accident and hope he will be well on the road to recovery as the "mag" is published.

Our sincere sympathy goes to Isabelle Greenwood and family on the recent loss of her mother.

General Office—By Geneva Hayward

Congratulations to Mary Jane Adair who was the recipient of a lovely diamond on February 19. The lucky man is Laverne Thompson.

March 5, Muriel Rombough became the bride of Donald Allan at Emmanuel Baptist Church. Muriel was the recipient of Revere ware from the G.O., kitchenware from the girls, and a blanket from the Claims Section. Best wishes.

Best wishes also to Mr. and Mrs. Nick Verkland (nee Bernice Morley). The wedding took place at St. Mary's Cathedral, February 19. Previously Bernice received a waffle iron from the G.O.

Lois Stevens and Stanley Whiteside were married at Emo, Ontario, March 12. They spent their honeymoon at the west coast. Mr. Whitbread, on behalf of the General Office, presented Lois with a torchere lamp. Kitchenware was the gift from the girls.

Mr. and Mrs. Ed Carlson (nee Lorraine Anderson) have left to assist at Aikens Lodge near Red Lake. Best of luck in your new venture, the Carlsons. We understand, by the way, that air travel is the only route to the Lodge.

We envy Phyllis Smart who sailed on the Empress of Scotland, March 16, for an extended holiday in Scotland and Europe.

Speaking of holidays, Grace Sherwood has just returned from Florida looking very fit and with a lovely tan.

"By the grapevine" we hear that this month will be the annual "grudge" game between Forbes Grassick's team and Norman Hawkhead's team in bowling. This should prove interesting as they have both won a series in their division in Eaton's bowling league. May the best team win!

Floor Coverings—By Gladys McLean

The boys in the department had a curling game at the Civic-Caledonian Rink on Wednesday afternoon, March 9, and from all accounts had a very good time.

Congratulations to Bert and Mrs. Philpott on the arrival of Brenda Elaine who was born on Sunday, March 13; weight 7 lb. 10. oz.

Sincere sympathy from all in the department goes to Bill Andrew whose father passed away March 7.

* * *

SEVENTH FLOOR

Furniture

A very nice letter received from one of our customers, which speaks for itself:

"In requesting an adjustment, we were referred to your Mr. Clarke, also the original salesman, Mr. Harris. I would like to go on record in complimenting The T. Eaton Co. for having such fine representatives. They went out of their way to guarantee that we were completely satisfied. . . . Impressed my wife and myself with their courteous manner and attentive co-operation. It is because of such gentlemen that we will continue to be enthusiastic Eaton customers . . . they certainly do the store credit."

Electricals—By W. Ruppenthal

Mrs. S. Heisler has just returned from a five-week vacation in Los Angeles looking very chipper. Nice to have you back, Sadie!

Phyllis Melsted was away ill with the 'flu, but we are happy to report she is back at work and feeling much better.

There's a little more colour in the office since Mr. Adey's return from a month's vacation with Mrs. Adey in Jamaica (meaning, of course, his tan).

Stock Audit—By Ivy Morris

Congratulations to two members of the Stock Audit staff, Miss Dorothy Barker and Mr. Jean-Pierre Allemand, in winning the consolation event at the Eaton Badminton Club, Wednesday, March 30. Dorothy won the ladies' singles and Jean-Pierre the men's.

* * *

EIGHTH FLOOR

City Ads—By Ruth MacKay

We are sorry to lose Mr. Paul Herriot who has recently left us. On behalf of the department, Mr. J. Bruce presented Paul with a leather brief case and Schaeffer pen as a remembrance.

Rex Palmer has left us, too, and we miss his quiet charm. As a parting gift, Rex received a handsome "Birkdale" sweater.

One of our favourite artists, Miss Denise Chivers, is reported recovering nicely at home after a stay in hospital.

Glad to have Rose Cooper back at work after a knee injury suffered in January.

And a big welcome to Mr. L. Freeman, formerly of M.O. Ads; and to our new writer, Mr. Dave Jordan, all the way from Vancouver.

Provisions Order Board—By Anne Atkin

Welcome to a new-comer, Cindy Willison. Hope your stay with us will be a pleasant one.

Congratulations to Mary Wade who is now a grandmother. Baby and mother are doing well.

Mrs. Miller has left us to reside in Vancouver. Her trip through the States was a long and enjoyable one; she sends her regards to all of us.

Eleanor Polischuck has also left us.

Helen Jones, Winn Kelley, Arlene Burns, Phil Wilkes, Mrs. Bond, have all been on the sick list. Glad to see them all back. Those still on the sick list are: Mrs. McGregor, Mrs. Gordon and Mrs. Johnson. Get well soon, girls. (Hope I haven't missed anyone.)

Our deepest sympathy to Mrs. Ellen Dufort on the loss of her father.

Sorry, Johnny, on the loss of your home and belongings in the fire.

D.A. Office Chatter

On February 24 we said farewell to Ann Green, who left for Toronto. The department presented her with lingerie. Marg West entertained a number of girls in her honour and their gift to Ann was a hand bag and compact.

On February 22, Joyce Matthews received a beautiful diamond from Jeff Walls. We hear the big day is planned for October and wish to offer our congratulations.

Women's Garment Alterations

By Helen Sawka

Mrs. Anna Brink has recently left us. She received a beautiful Moorcroft vase as a souvenir gift from the department, with all our best wishes for health and happiness in the future.

Disa Thorvardson was at home recently, recovering from a broken wrist. Glad to have you back at work, Disa!

Bronia Kozak became the bride of Mr. Fred Halajko on February 24 at "Christ the King" Church. She was presented with a lovely wool blanket by Miss K. Waywood on behalf of the department, and also received numerous other personal gifts from friends here. We extend our warmest wishes to the young couple.

Glad to hear Ann Ornatoski is on the road to recovery following an operation. Hope to see you back with us soon, Ann.

EDITOR'S NOTE: In reporting the news of Mrs. Kautz' retirement last issue, we omitted to mention the department's gift of a beautiful walnut coffee table, presented by Miss Waywood. Our apologies!

Miss K. Waywood, department manager, celebrated 30 years of Eaton service March 26. A gift of luggage on behalf of the staff was presented to her by Mr. L. MacKechnie, and she also received a number of other gifts from friends. We all wish her many more happy years with the Company.

Well, we finally came up with a winner! Mrs. Disa Thorvardson won second prize in the Free Press Scramble Contest. Congratulations, Disa, and here's hoping you win again!

We are glad to hear that Mrs. Annie Biddle is on the road to recovery after her recent operation, and we hope that soon she will be back with us.

Budget Plan Department—By E. Tamplin

A very pleasant staff get-together was held recently at the St. Charles Grill. Door prizes and spot dances were a feature of the evening and everyone had a fine time.

"Bon voyage" to our Miss Carruthers, who left March 15 for a tour of Europe. Hope you have a wonderful time, Kathy.

Glad to hear that Verla Busch is much better, although still in the hospital. We hope that you will soon be up and around again, Verla.

We are very glad to welcome back Muriel Clarke again.

Sorry to report that Ruth Newman is on the sick list; hope she will be well soon.

* * *

FLOOR MEN

Best wishes of his co-workers and his many, many friends among staff and customers is extended to Mr. Jack Moir, recently retired department manager of Floor Men. He is at present in hospital but we hope to report much better news of him next issue.

ELEVATOR UPS AND DOWNS

By Aldous Brow

February 26 was the last day for the Donald elevators. Our girls (nine departed to take up housekeeping duties full time) who left the department that day were bidden good-bye and thanked for their wonderful service by Mr. Bruce Sutherland and our supervisor, Mr. Bowman; each being presented with a gift.

Yvonne Fennell transferred to Department 379 and Yvette Meilleur to Department 174. Good luck to them and to Arlene Dickson who has left us.

On February 23 a miscellaneous shower was held at the home of Mrs. M. Playter in honour of Betty Galloway who became the bride of Reinhold Jarmuske on March 5. There were 21 girls present and all had a wonderful time. We wish you much happiness, Betty.

Our best wishes for continued good health go out to Mrs. H. Goertzen recovering from an operation.

Glad to have Bob Morrow back with us after his illness, and also Flo Matrik who had a short stay in hospital.

Our department extends deepest sympathy to Dave Cassie and Mrs. Joyce Braaten and their families in their recent sad bereavement.

Now, let's all be "on our toes" for the Spring dance!

* * *

CARPENTERS

By George Smook

Sorry that Bill Kreiger's daughter, Judy, is still somewhat on the sick list after her serious polio attack two years ago. But cheer up, Judy, we hear you're doing fine.

Hope Charlie Chester is back at work with us by the time this comes out. Sure miss his great stories at the lunch-hour session. But with that famous mustard plaster on his sore arm he should be back soon.

Olie Olson and Albert Bird still telling good fish stories; but we'll know whom to believe when the season rolls around—and pictures to prove it!

Bill Murray, our ever-smilin' shop foreman, is soon to move to a new home in Silver Heights district. Now, how about the boys coming over to christen it?

All of us glad to hear that Louis Whitting became the proud father of a baby girl (7 lb.) Sunday, March 13.

And—Did You Know That . . .

Jimmy Stuart is an expert cameraman? Come on, boys, smile!

Austin Sandstrom is a strong wrestling fan; one night he sat beside us at ringside and wanted to crawl into the ring when the match got rough and slam Hard-Boiled Haggerty with his hat! Man, what nerve!

Our 'little boy,' Ray Smith, is a great rugby player in his own right.

Len Rogers, the night-gang foreman, is always wishing for 40 million dollars!

Sorry to lose Charlie Fernstrom (see retirements).

* * *

ALEXANDER AVENUE WAREHOUSE

M.O. Furniture—By Anne Surbey

We are sorry to report that Jack Moore is still on the sick list as we write. A speedy recovery is wished by his fellow employees.

Mr. R. Dudley has beaten the gun, having his two weeks' holidays ahead of us all. Hope he'll have a nice time!

Furniture Stockroom

We are pleased to report that Alex McLaughlin is recovering from his recent heart ailment. Keep up the good work, Alex.

Our sympathies go out to Nelson Price in the recent loss of his brother.

IN THE MAIL BAG

SECOND AND THIRD FLOORS

M.O. Packing and Money Returns By F. Spice

We are sorry to report the illnesses of May Woodcock and Marge Ditchfield and hope to see them both back with us soon. We are glad that Abe Kreuger is back with us after his recent illness.

Congratulations and best wishes to Mr. Sid Lentle on the occasion of his 35th anniversary with the Company, March 13 (celebrated on March 12).

To both Jean Leitold and Bonnie Johnson, congratulations on receiving sparklers for that all-important finger.

Congratulations to three gentlemen of our department who all achieved their 35th anniversaries with the Company on March 29: Mr. J. Barbour, Mr. O. Freeman and Mr. C. Turner. Best wishes for continuing happy Eaton years!

* * *

FOURTH FLOOR

Men's Footwear—By C. Einarson

Our sincere sympathy goes out to Claire Rosie in the loss of her father, who passed away on March 14 in Edmonton, Alberta.

Boys' Clothing—By M. Zarzycki

Congratulations to Rose Ozarko who arrived at work with a beautiful ring on her finger on March 7. Lucky man is Ray Desjardins.

Best wishes to Mrs. Millie Hooper who left the department staff on March 26 to concentrate on household duties.

M.O. Hardware—By B. Landry and P. Muzik

Congratulations to Bill Schwartzkopf and Leo Bruneau whose rink finished first in "D" group, but unfortunately lost out in their valiant bid to get the McGee trophy. Better luck next year, fellows.

The department had a very successful curling night, Friday the 25th, in which four rinks participated. The rink skipped by our nimble manager, Mr. A. Harding, emerged the winner after an evening of thrills, spills and friendly rivalry.

Best wishes for complete recovery go to Con West who has been away for months due to chronic ill health, and who has now returned.

We were happy to welcome back May Yule and Jack Nevens who have been absent for some weeks due to ill health.

* * *

FIFTH FLOOR

Accessories and Millinery—Muriel Fraser

Congratulations to Rose Ditchfield, Store buyer for Departments 3 and 4, who is wearing a lovely engagement diamond. The lucky man is Reg Olson of the Royal Canadian Navy.

Welcome back to Jimmy Holmes after his illness. Glad you are feeling better, Jim.

Best wishes for speedy recovery to Mrs. Pauline Smith who is receiving treatment in the Winnipeg General Hospital. Hope you will soon be up and about and feeling "like a million," Smitty!

Radios, etc., and Electricals—By Mina Doolan

On Friday evening, March 18, Mr. W. A. H. Lord was united in marriage to Miss Alice Mann Cuthill (formerly of Department 9, M.O.). The ceremony took place at St. James Anglican Church. Previously, presentation of a silver tray and Lazy Susan set was made to Mr. Lord on behalf of the staff. To Mr. and Mrs. Lord our best wishes for much happiness.

Ken Mitchell, from Electricals Receiving Room, was welcomed back to work after an absence of six weeks following an appendectomy.

Draperies—By Irene Elmes

We are happy to have Joe Kondrat back with us after a recent appendix operation.

We extend our warmest welcome to Mr. T. Dodds, of the Paints Department, our new department manager.

We'll say a cheery "hello" to Roger Desrosiers who is being given a medical check. Looking forward to seeing you back soon, Rog!

Deepest sympathy to Mr. T. Dodds whose father passed away on March 15.

M.O. Stationery

"Spring" is here at last! If you missed her, and wonder at that golden tan (unusual around these parts so early in the season), she's been giving Alberta the benefit of her sunshine. Yes, welcome back to Bernice Spring who has been away skiing at Lake Louise. Never had a better time, says she.

Sorry to report Marg MacRae is on the sick list these days. Hope to see her well and back with us soon.

M.O. and City Seeds—By M. Graham

We are happy to welcome back Mrs. Irene Weber who has been absent for several weeks recuperating from an operation.

We are also very happy to welcome spring, and the many people who join our staff at this time of year, to help make the seed season a success!

* * *

SIXTH FLOOR

Household Linens

By J. Rogers and J. Burns

Harry Turney, of the M.O. Household Linens, has just returned from a visit to the hospital where he had an operation. We are glad to hear that you are feeling so much better, Harry, and shall be looking forward to seeing you back with us by the time this appears.

We are pleased to report that Mrs. E. Latter and Mrs. A. Vandenberg have recovered from their recent operations and are both home from the hospital.

Congratulations to Olie Westman of our department for his recent outstanding performance in the Senior Bowling League. His total of 945 for three games gained him well-deserved headlines in the daily papers.

The Bowling Dazzler

By the Bard of 36

One Tuesday night not long ago
The Dazzler went to bowl;
It must have been "his night to howl,"
And did that Dazzler roll!

The first game he was warming up
And rolled two-forty-four;
But in the second he got hot
And really made a score!

The way he had them rolling,
Straight strikes he counted eight;
Then had a spot of trouble—
Still rolled three-ninety-eight!

The third game wasn't quite so good—
He counted three-o-three;
But add them all together, and
You'll see he had a spree!

They should paint the Dazzler's picture,
Give it a golden frame—
And with suitable inscription
Hang in the Hall of Fame!

* * *

SEVENTH FLOOR

Sporting Goods—By D. Hardiman

We are glad to welcome back Ronnie Ford who has been away ill for quite some time. We hope that you will soon be working full-time again, Ron.

We are also glad to report that Herbie Oliver is feeling much better and just waiting for the good old spring days when he can get outside for some fresh air.

We would also like to extend our sincere sympathy to the curlers (?) of our department who recently lost the inter-department championship to Mr. F. McKenzie of the Toys! Next year, try the girls!

Sportswear—By M. Kurdydyk

Friday, March 11, was a great day in Department 46, for our department manager, Mr. John Johnston, celebrated his 35th anniversary. We had lots of "doings" as reported in this issue. Congratulations, Mr. Johnston, and many more happy Eaton years.

We shall miss very much Johnny Payment who left our department to take up duties in Department 10. Mr. Johnston expressed the best wishes of the staff when he presented Johnny with a pen and pencil set and wallet with our best wishes. Best of luck, Johnny.

Welcome to Jim Skinner who has recently joined our staff. Glad to have you, Jim.

M.O. Dresses—By M. Carriere and J. Neil

Our sincere sympathy to Sig Breckman in the recent loss of her mother.

Sorry to report Lena Goodmanson is still on the sick list. Hurry and get well, Lena.

M.O. Lingerie—By Bea Nash

A dinner was held in Moore's Mikado Room on February 25 to honour Alice Cuthill whose marriage to Mr. W. Lord was an event of March 18. At the dinner Alice was presented with a gift of lingerie from the girls of the department. On March 4, Alice came in to a gaily decorated table and Mr. R. Chatfield made the presentation of a gift of linens on behalf of the department management and staff. Our very best wishes to Alice and Bill for many happy years together.

Sincere sympathy to Mr. Les Moran in the loss of his mother.

M.O. Women's Coats and Suits—By D. Wright

We are pleased to report that Mrs. Ena Panting is making steady progress following her lengthy illness. Hope to see you back at work very soon, Ena!

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EIGHTH FLOOR

M.O. Correspondence—By Susan Filteau

Our department said good-bye to Mrs. Adeline Thomson who left us on February 5 to devote her time to house-keeping. The department presented her with a lovely lamp. Good luck, Addie—come and see us!

M.O. Exchanges—By M. Davies

Congratulations to Madge Bender who became engaged to Jim Morrison on February 14, St. Valentine's Day. Such a lovely diamond.

M.O. Cashiers—By E. Norton

Sincere sympathy to Peggy Davies on the loss of her father, and to Jenny Wells on the loss of her brother.

M.O. Adjusting—By J. Baynes

A dinner was held by a number of friends at the Homestead on Tuesday, March 15, in honour of Mrs. Don Murray (the former Helen Hendry) who was married March 4, at Hartstone United Church. Helen was presented with Tecoware on behalf of those present, as well as a number of other gifts. We all wish Helen and Don good luck and happiness.

Sincere sympathy is extended to Grace Nightingale and family, and to Celia MacDonald and family in the loss of their mothers; and to Ethel Cross in the loss of her niece.

M.O. Copying—By M. Shepherd

Joan Rerie was presented with Revere ware from the department and many other useful gifts from the girls when she left to marry Harvey Pischke on March 24. At a dinner held in her honour at the Homestead, Joan received a lamp and linen tablecloth.

Our sympathy is extended to Anne Barbour in the loss of her mother; also to Steffie Oleynyk who recently lost her father, and to Ethel Kolton in the passing of her grandmother.

NINTH FLOOR

Candy Factory—By Martin McLean

A supper and social evening was held at the Paddock on Saturday, March 5, in honour of Mrs. Ann Lloyd who celebrated her quarter-century anniversary on February 17; also Mrs. Elly Larson, one of our newer members, who is leaving for her home in Sweden. Mr. R. D. Hinch, manager, presented the guests of honour with overnight cases. Congratulations, Ann—and Bon Voyage, Elly!

M.O. Hosiery—By M. Scott

Sorry to hear that Mrs. J. Paterson had the misfortune of falling and breaking her hip and is now in the Misericordia Hospital. Hope it will not be too long before she is home again.

* * *

PRINTING PLANT

By M. Torrance

The rumble of the presses was heard in full swing in the drama of producing the "Eaton book;" once more the rush and bustle of producing the catalogue for the western region was in operation. Then came the realization that this was the last book to be published in the west!

Piece by piece, these huge power presses were dismantled, crated and shipped to their new and more modern setting, the new Murray plant in Toronto. We get a feeling of combined awe and loneliness as we cast our eyes around the plant, seeing vacant space and scarred floors where once stood massive machines of production. Interwoven are the life dramas of members of the staff as they were played over the years. Joy, sorrow, struggle and success have been shared within these walls, and now some of this staff go to take up the business of living and carry on the drama in a new community.

Au revoir to Mr. Mike Korveluk who left our department Friday, March 11. Mike will leave Winnipeg for Vancouver, April 18, to proceed to New Zealand to work and live. Good luck, good health and good sailing!

* * *

Light, Heat and Power—By J. G. Anderson

Jack and Mrs. Newton have arrived back from a flying holiday trip to the Emerald Isle. This is Jack's first trip back since he left the land of the shamrock 27 years ago and came to work for us as a "flaming youth" in his teens. He has been putting out flames with great success ever since.

Messrs. Bergman, Johnson, Erlindson and Feschuk are flaunting their laurels in the form of cups and other prizes in front of our less-skilled followers of the curling art. They were only prevented from greater honours by an unaccountable fluke on the part of the Arnason rink, which nosed them out of the final champion game by a hair's-breadth. However, it was rumoured that had this rink not been so heavily endowed with Icelandic blood and Scotch fortitude then the result would not have been in doubt for a moment.

On the inspiration of genial Charlie Vincent, our welder, five rinks were gathered together exclusively from the Engineers, Painters and Carpenters and spent a lovely Saturday evening at curling. While some of us thought a rock was something in your girl's engagement ring, nevertheless a wonderful time was had. Ben Petlack took top honours with his rink and received an engraved enamel "cup."

We wondered who the boys were with the big chests this week, but we finally penetrated beneath and found our Johnny Erlindson who became a grandfather for the first time, and Jimmy Kendrick who felt the first pangs of fatherhood. No comment from either of the new citizens as to what they think of their proud next of kin.

Our correspondent on fishing lore, Arni Cooper, is still convalescing at home but we hope to see him around shortly.

Junior Council's Dolls—So Lovely!



Wilma Blocher, Eaton's Fashion Co-ordinator, the Council advisor, "but both last year and this they decided to do something for others." The winning dressers and their schools were: Eleanor Westerlund, Miles MacDonnell; Joanne Seath, Norwood Collegiate; Betty Emmerett, Chapman, and Arlene Blackner, United College.

The dolls were given to institutions for little girls who had seldom, if ever, seen such beautifully dressed dolls. Most grateful letters have been received from the Children's Aid Society, Provincial Health Department School at Portage, and the Society for Crippled Children.

The judges — Miss E. French, Mr. F. O. L. Wicks and Miss B. Sparling — had quite a time awarding top honours to four of these beautifully dressed dolls, in creations designed and made up by the Eaton Junior Council girls.

Chosen were: The Nurse, the Shepherdess, the Bunny and the little lady in flowered dress (bottom right) — this particular doll being hand-knit and stuffed.

Generous notice was given this project in Winnipeg papers, especially to comment on the cleverness of the girls in fashioning the frocks. "We started the girls sewing as a hobby, for themselves," said



EATON SWIMMING PUPILS

Tuesday night, March 22, we snapped a few shots, but the water reflections rather limited the results. It's evident though that the large class of nearly a hundred, judging from those we see, were having an enjoyable as well as an instructive time.

Assisting Bruce McIntosh, among others, is Eaton's Dorothy Lloyd, noted swimmer and instructor, shown in lower photo giving close instruction to a group. Included in the other group are some of the male therapy patients who find this Eaton class much to their benefit in exercise, and companionship. A little later we hope to be able to have the news of those who complete the course successfully.



RECENT APPOINTMENTS

Winnipeg

New department opened—Third Floor, M.O.
Building No. 1:

Department W1769—Multi-typing:

MR. J. E. HUTCHINSON, manager.

Department W252—China and Glass Ware,
Bric-a-brac, Decorative Flowers:

MR. J. H. YELLAND, department manager.

Department W154—Floor Men:

MR. M. A. ELSON, assistant.

Yorkton Order Office, Sask.

MRS. L. HNYLYCIA, in charge.

Prince Albert, Sask.

Department PNC260—Radios, Pianos, Musical Instruments, Records, Sheet Music, Electric Appliances, etc., Farm Lighting Equipment, Gasoline Washers:

MR. J. J. HILL, department manager (probable), in addition to present PNC253 duties.

Stettler Order Office, Alta.

MRS. IDA LYALL, in charge.

Estevan Order Office, Sask.

MRS. W. PERKINS, in charge.

Abbotsford Order Office, B.C.

New Order Office, MRS. A. HOEFFNER, in charge.

Castlegar Order Office, B.C.

MRS. P. CHERNOFF, in charge.

Men! Get Those Golf Club Applications In!

On account of the change of dating for the magazine and this late announcement, the Club is accepting membership forms and golf entries for a short time yet—BUT PLEASE ACT FAST—the committee has a lot of work to do arranging the entries! Let's make is a notably active season!

For your information, officers and committee members are as follows: President

T. R. Humphries, 228; Vice-President George Firth, 28; Past President D. S. Marshall, 22; Secretary-Treasurer L. Croft, 105. Committee: W. Lockwood, 1; R. O. Adams, 174; N. Franklin, 246; P. E. Odell, 233; W. B. Donnelly, 379; T. Webster, 210; S. Houston, 122; J. P. Stewart, 1762; R. Robertson, 15; D. Oliphant, 11; F. Menzies, 142; R. McCormick, 56.



EYES. Between the eyes of a fish and human eyes there are two minor differences, two major differences, and one surprising resemblance.

The first difference is that the fish has no true eyelids. Now if we did not "blink" our eyelids the surface of our eyes would become dry, dirt would collect on it, and we should not be able to see. The lid's lachrymal gland also furnishes moisture. But the fish lives in water which keeps its eyes constantly moist and clean. It therefore has no need of lids.

Another difference is in the iris, the coloured ring in our eyes, which can widen or shrink, leaving only a pin-point in the centre when the light is bright, or exposing the whole lens when the light is very dim. In a fish this iris is practically incapable of change.

NOSTRILS. In the present-day fishes, the receptors of smell are located, like ours, in the nostrils, but the nostrils are not like ours. They are little holes in the top of the snout opening into small blind sacs just under the skin which are lined with the organs of smell.

MOUTH AND TEETH. The fish's mouth is full of teeth. It has teeth on its jaws, and often on the roof of its mouth and on its tongue as well, but it does not use these teeth for chewing. If fish tried to masticate their food they would suffocate, for they would then be unable to pass the water which is necessary for their breathing, through their mouths and over their gills. To overcome this difficulty, the vegetarian fish and others which like to chew, have grinding mills well down in their throats. Most fish are carnivorous,

Fish-olo-gee

By ARNI COOPER, Angling Club

In our two previous articles we have dealt with the wide range of fishermen's sports areas, the need for conservation and restraint in depleting the fish reserves, and some of the wonders of the anatomy of fish and how they affect its life and survival. This one completes that series before going into the field of Manitoba's game fish and how to catch them.

have sharp-pointed teeth in the mouth with which to seize their prey and hold it.

"Is it true that all fish lose their teeth in the month of August, and that they will not take a lure at this time?" This is an old fallacy, quite erroneous. Fish rarely lose all their teeth at one time; each tooth as it comes out is very soon replaced by a new one. August brings the warmest periods to lakes and rivers, so fish go down to the cooler depths.

DOES A FISH FEEL PAIN? About pain, all we need know is that basically the nervous system in fish is the same as in higher animals, with nerve-fibres to carry sense impressions to the spinal cord and the brain, nerves to carry orders to the muscles, and a sympathetic system to control the "automatic" workings of the internal organs. There are practically no "thought centres" in fish.

If we change the question to "Do fish suffer as human beings do?" then there is room for argument. If every fish were to scream unceasingly as long as it had a hook in its mouth, fishing would be a nerve-shattering experience which few of its present devotees could undergo more than once.

However, we find two reasons for believing that the fish's suffering is comparatively slight. One is that the actual sensation of pain is apparently not so keen in fish as in higher animals. The other is that the brain of the fish, lacking thought centres, robs pain of an imagination to work on. So, in conclusion, we may sum up, that a fish on the end of a line would have a dull sensation of pain at the point where the hook holds it; but it feels chiefly only fear and discomfort from the restriction of its movements.

In Memoriam

"Beyond the silent night . . . a door that leads to light."

JOSEPH JOHN CHAPMAN

Retired from our Foodateria Department since 1949, Mr. Joseph Chapman died on February 22 at the age of 79. Irish born, he was a member of the Orange Lodge and the Royal Black Knights. To his widow, three daughters and four sons, sincere sympathy in their bereavement.

WILLIAM A. HALL

Mr. Hall, who was a retired Eatonian, was an estimator for Eaton's Customers' Decorating Department for well over a quarter of a century. Born in Regina, and resident in Winnipeg over 40 years, he was well known in musical and festival circles, where his record of service was remarkable. Bandmaster of the Winnipeg Grenadiers for 26 years, he also had served the Elks' band, Fort Garry Horse and Strathcona Horse cadets, Trades and Labour Council, Shrine and Queen's Own Cameron Highlanders' bands. He was a member of Sturgeon Creek Masonic Lodge. Innumerable friends in this city and district will mourn his passing and sympathize with his family in their loss.

DAVID ERNEST STARTUP

Retired in 1938 after 35 years' service with Eaton's, Mr. Startup was a director of the Company for 17 years. He passed away March 27 in Toronto. Associated with the Toronto Mail Order for many years, he was for a while with the Winnipeg Store before returning to Toronto as Footwear manager. We extend sincere sympathy to his widow and family in their loss.

Sincere sympathy to these members of the staff who have recently been bereaved:

In the Loss of a Mother

Miss I. Greenwood General Office
Miss M. Hildebrand Lunch Counter
Miss G. Nightingale M.O. Adjusting
Miss C. MacDonald M.O. Adjusting
Miss S. Breckman M.O. Dresses
Miss A. Barbour M.O. Copying
Mrs. H. Cameron Caretaking
Miss S. Cameron Sales Office
Mr. L. Moran M.O. Lingerie

In the Loss of a Father

Miss V. Hunt Draperies
Mr. W. Andrew Floor Coverings
Mrs. C. Rosie M.O. Men's Footwear
Mr. T. Dodds M.O. Paints, Drapes
Mrs. M. Cunningham Employees' Cafeteria
Mrs. Ellen Dufort Provision Order Board
Miss S. Olenik M.O. Copying
Miss P. Davies M.O. Cashiers
Miss Anne Finlan Sales Audit

In the Loss of Her Husband

Mrs. Doreen Foster Drugs

In the Loss of a Son

Mr. J. Russell Jewellery, Watch Repairs

In the Loss of a Sister

Miss L. Page Paints, Wallpapers
Mrs. M. Thompson Piece Goods
Mrs. M. Kitchen M.O. Men's Clothing
Miss Rose Palmer M.O. Girls' Wear
Mrs. M. Egan Telephones

In the Loss of a Brother

Mr. A. Collins Men's Furnishings
Mrs. M. Makarsky M.O. Exchanges
Mr. S. Smith M.O. Men's Clothing
Mr. N. Price Furniture
Miss I. Russell Notions
Miss G. Thomson Grocery Packing
Miss J. Wells M.O. Cashiers
Mr. W. Robertson Printing

Coming . . .

Annual

CLEAN-UP WEEK

April 25 to April 30 Inclusive

Every floor—every stock-room—every department; receiving rooms — yards — assembly areas — just every corner of our organization to be cleaned up, tidied up, straightened up, to set a standard of general good care and neatness for habitual good looks! And this includes office desks and cupboards—turn out that rubbish; be sure you don't have dirty, oily or greasy polishing dusters “stowed away.” Special committees will be appointed for all areas. So why not be “half-way” there or better when the time comes?

DON'T WAIT—START NOW!

DANGER—KEEP OUT

By George Smook, Carpenters

Wondering what goes on behind those partitions you see around our buildings? Tempted often to take a look when you see “Danger—Keep Out” or “Danger—No Admittance” signs?

Well, those signs are ALWAYS for protection of yourselves and the customers. There could be just nothing but a sheer drop—as now, when the bank of Store elevators has been torn out and work started on those super-modern escalators; or at the back of the Store from the fifth to ninth floors, where the new fireproof stairs are being built. Even an “innocent” looking-in of the head could endanger you from debris being dropped down, or a falling tool.

Also, these partitions seal off a working space for the workmen, as, for instance, when the large drop sheet covered the wall as the modernization of the second floor Piece Goods was made. It is necessary for the protection of the innocent spectator. For example, when the large fourth floor space was sealed off for the erection of the bonspiel attraction showing of the Midtown Bridge project, men just had to work unhampered while assembling and finishing—especially with so many electrical connections that the unwary foot might have tripped on or short-circuited!

These and other factors are why sightseers must be protected against themselves. So when you see such evidence of work in progress, and signs saying “Danger—Keep Out,” etc., set the good and safe example by obeying carefully—and always!